

MISSOURI DIVISION OF TOURISM

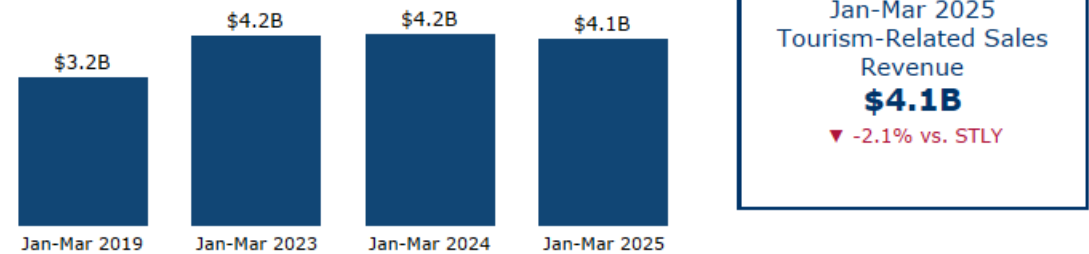
MAY 2025 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 6/10/2025)





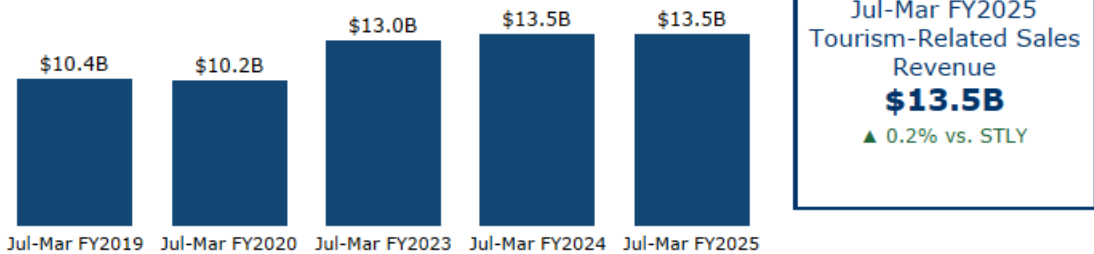
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

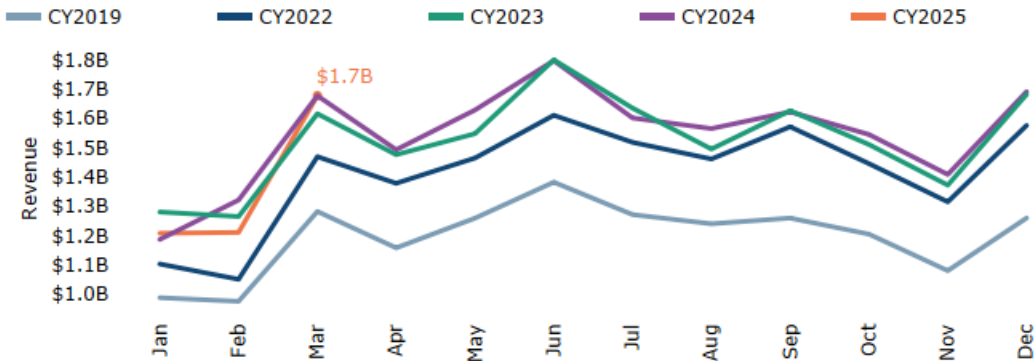


Fiscal Year-to-Date

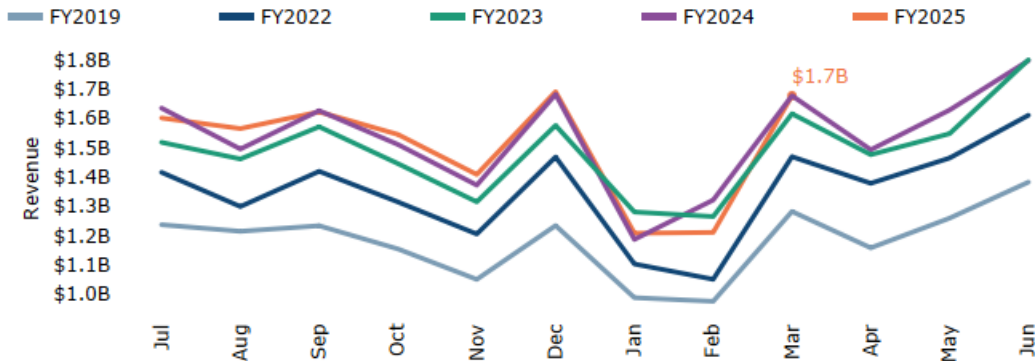
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



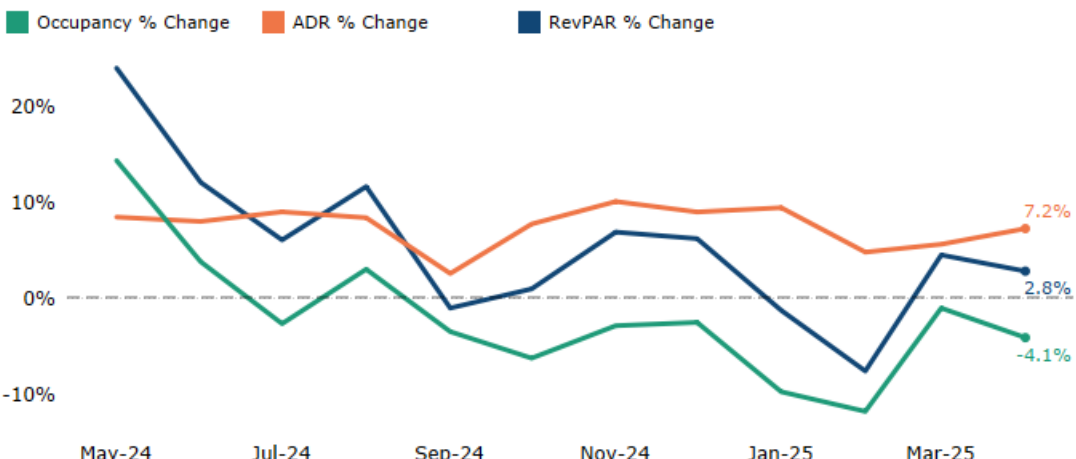
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Short-Term Rental Performance

| | Occupancy | ADR | RevPAR |
|--------------------------|-----------|--------|--------|
| Apr 2025 | 30.9% | \$179 | \$55 |
| Change vs. Previous Year | ▼ 4.1% | ▲ 7.2% | ▲ 2.8% |
| Year-to-Date | 26.5% | \$172 | \$46 |
| Change vs. Previous Year | ▼ 5.6% | ▲ 7.1% | ▲ 1.1% |

KeyData Short-Term Rental Monthly Lodging Trends

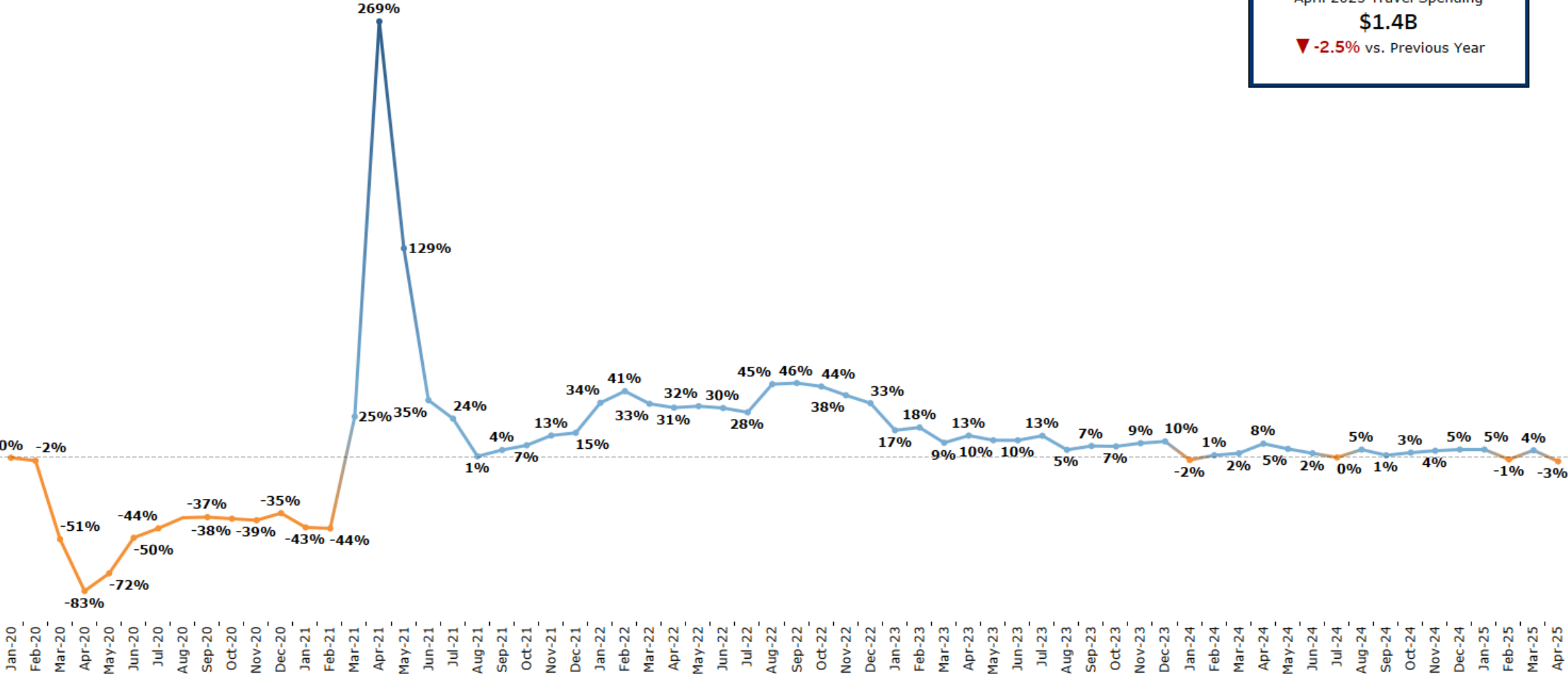
% Change from Previous Year



Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

Travel Spending in Missouri
% Change from the same month in Previous Year

April 2025 Travel Spending
\$1.4B
▼ -2.5% vs. Previous Year



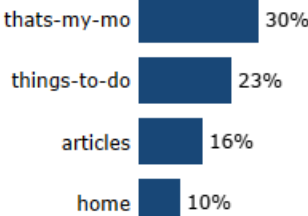


Calendar Year-to-Date

Jan-May 2025 Visits
611.8K
▼ -28.7% YOY

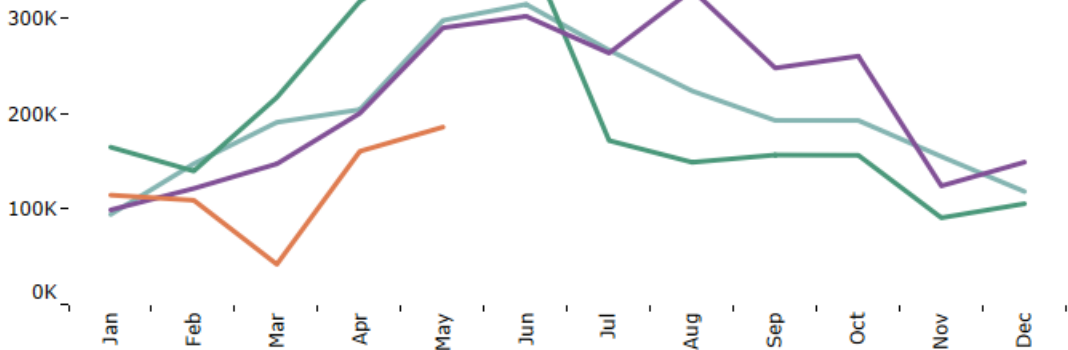


Top Content



Calendar Year Visits to VisitMO.com by Month

CY 2022 CY 2023 CY 2024 CY 2025



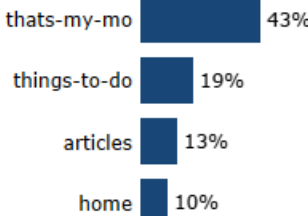
May 2025 hosted 185.7K visits,
down 35.9% vs. Previous Year

Fiscal Year-to-Date

Jul-May FY2025 Visits
2.0M
▲ 17.7% YOY

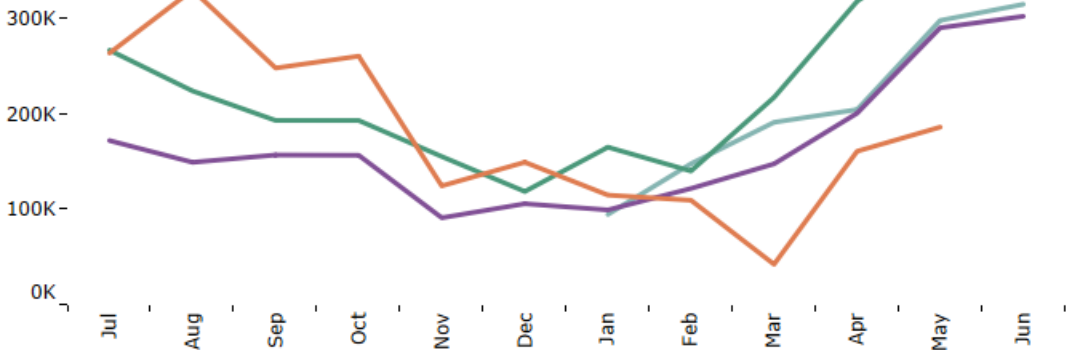


Top Content



Fiscal Year Visits to VisitMO.com by Month

FY 2022 FY 2023 FY 2024 FY 2025





Travel Guide Fulfillment

May 2025
8.4K
▲ 3.1% vs. STLY

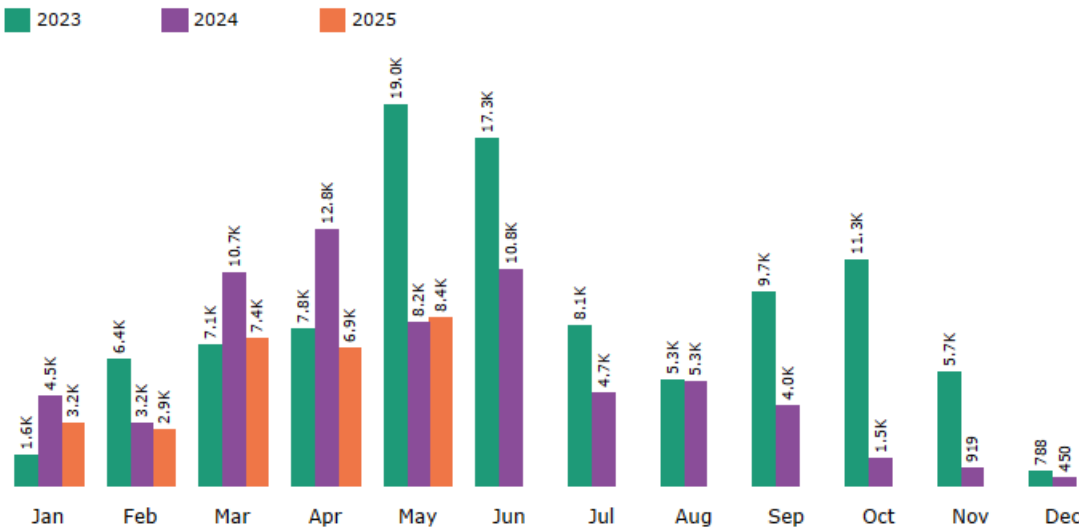
Jan-May 2025
28.7K
▼ -27.0% vs. STLY

Welcome Center Visits

May 2025
38.9K
▼ -14.5% vs. STLY

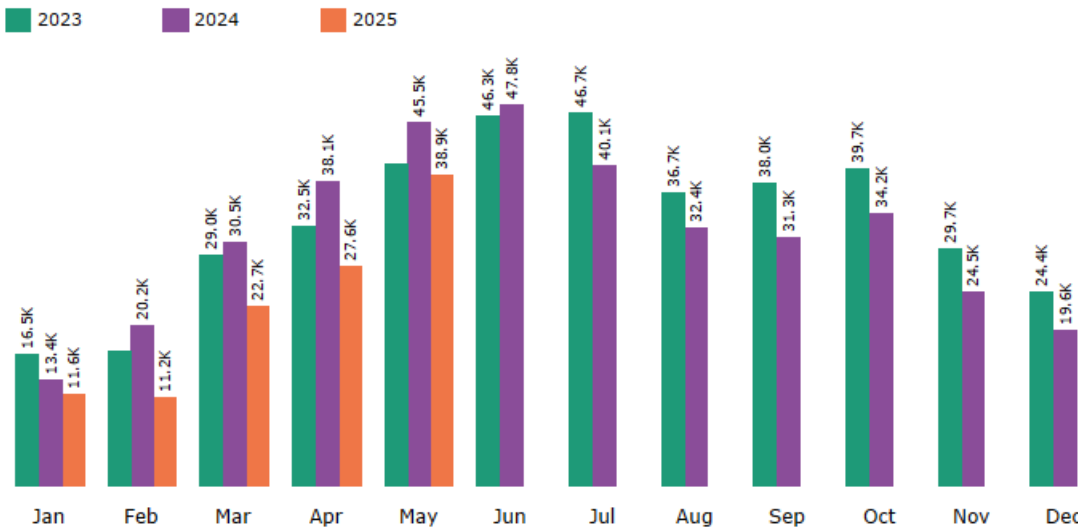
Jan-May 2025
111.9K
▼ -24.3% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

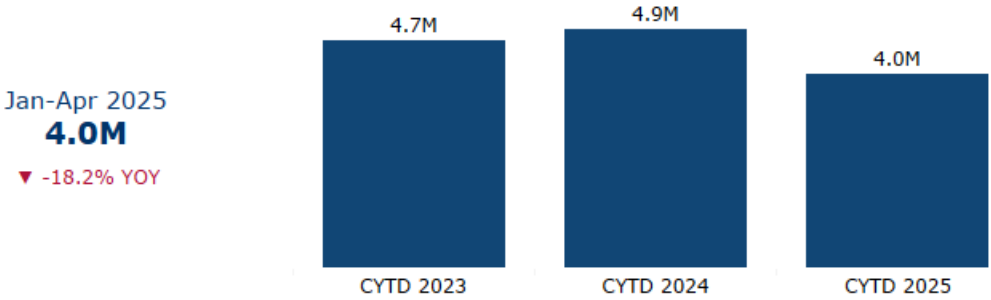


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

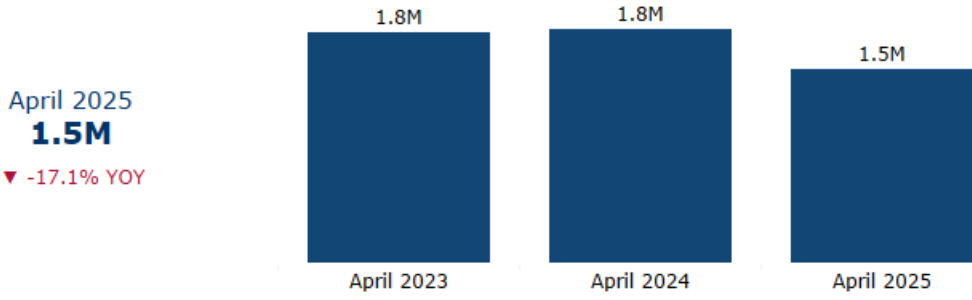
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

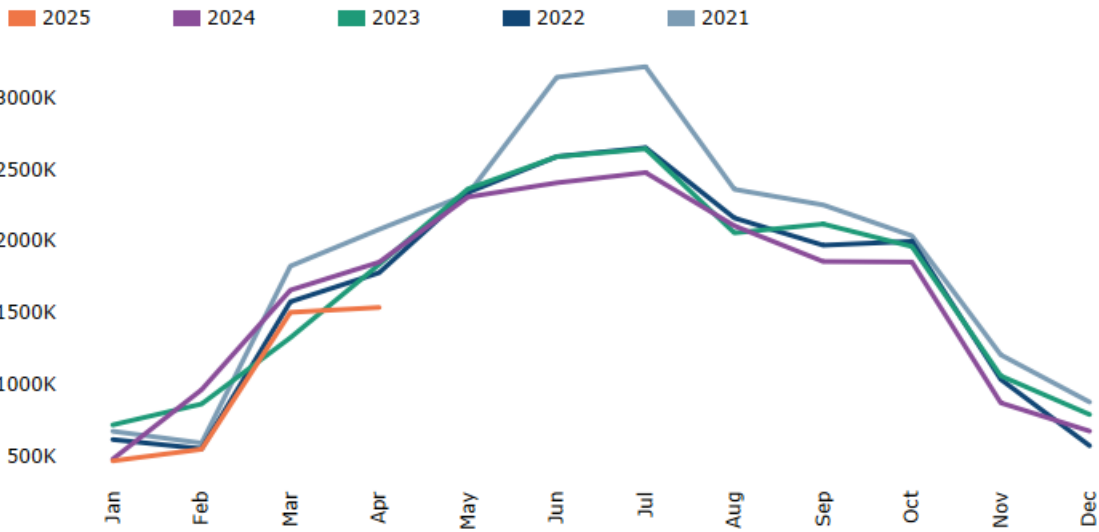


Monthly Visitation



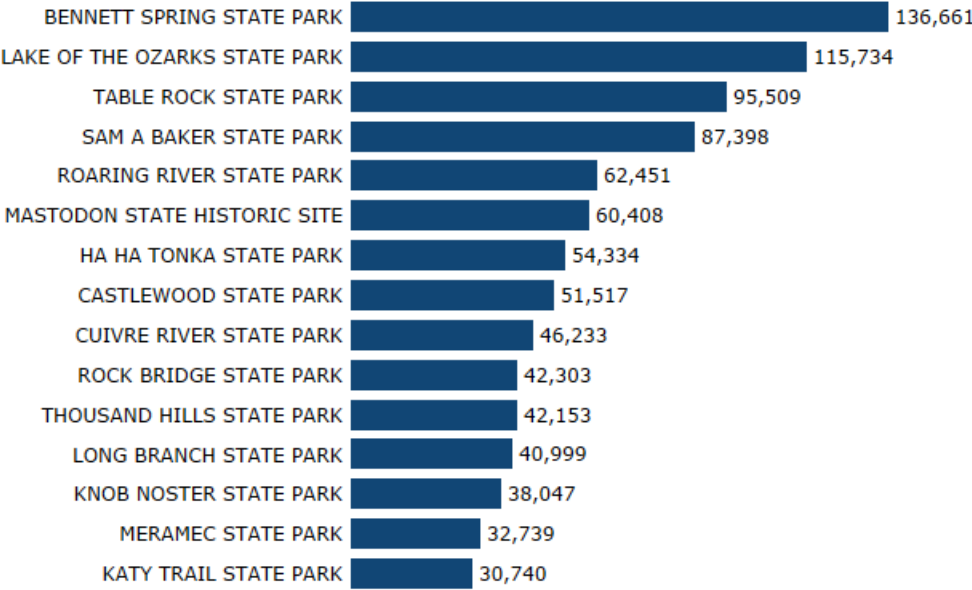
State Parks Visitors by Month

All Missouri State Parks

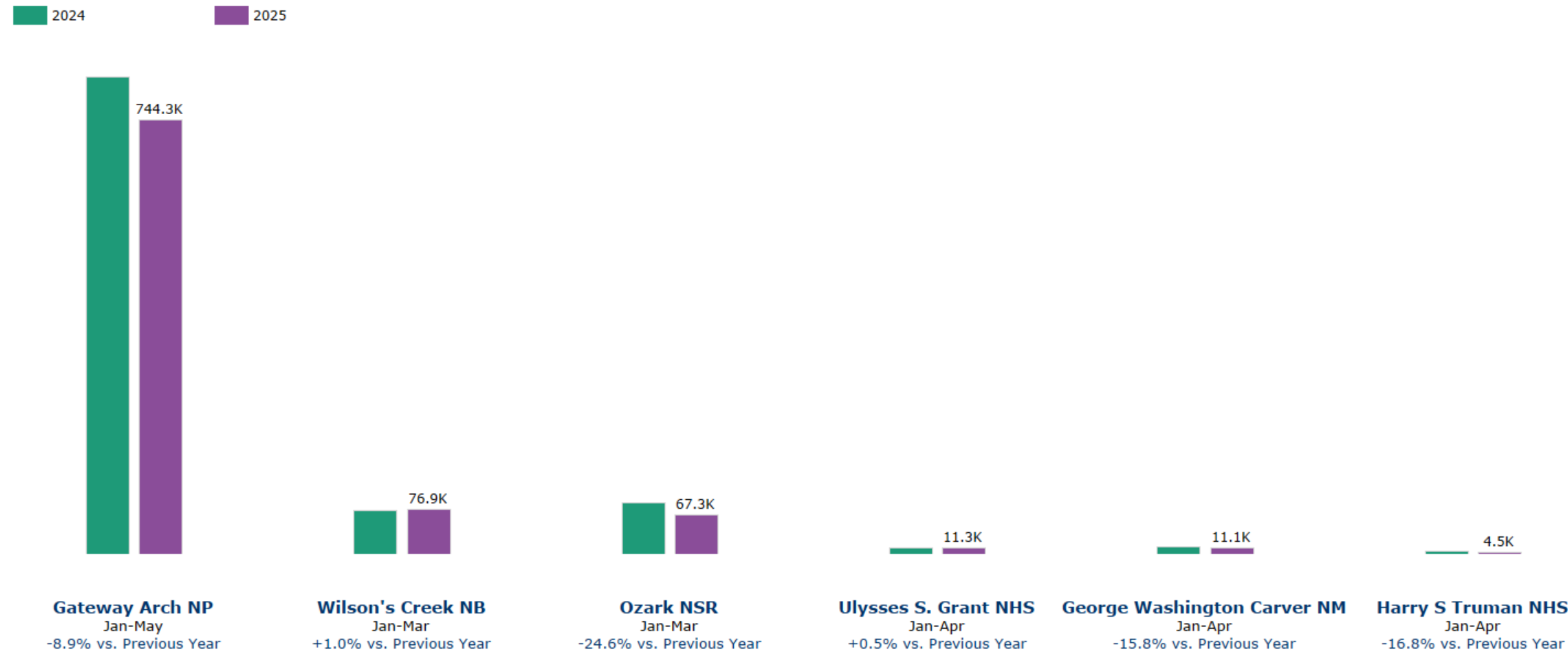


Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in April 2025



Attendance by Park



Source: National Parks Service

Airport Throughput by State

April 2025

Month
April 2025

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Texas

Compare to
Previous Year

Report Type
Month



MOM
▼ -2.2%

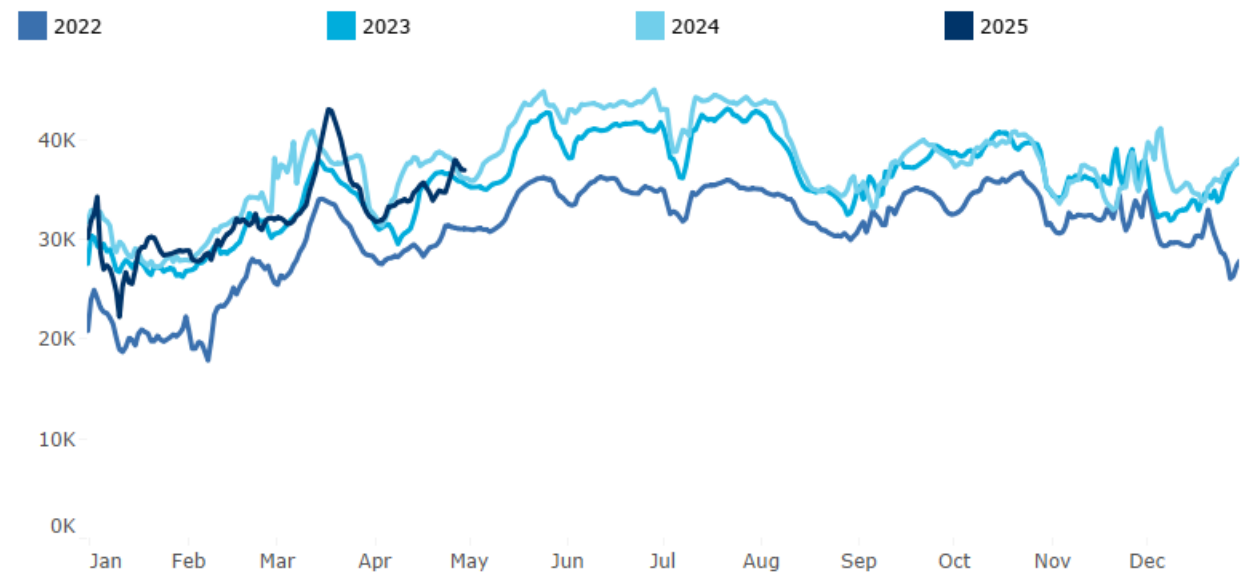
April 2025 YOY
▼ -5.0%

April 2025 vs. 2019
▲ 1.6%

Month YOY vs. Previous Year
▼ -5.0%

Throughput: Missouri

7 day moving average trend



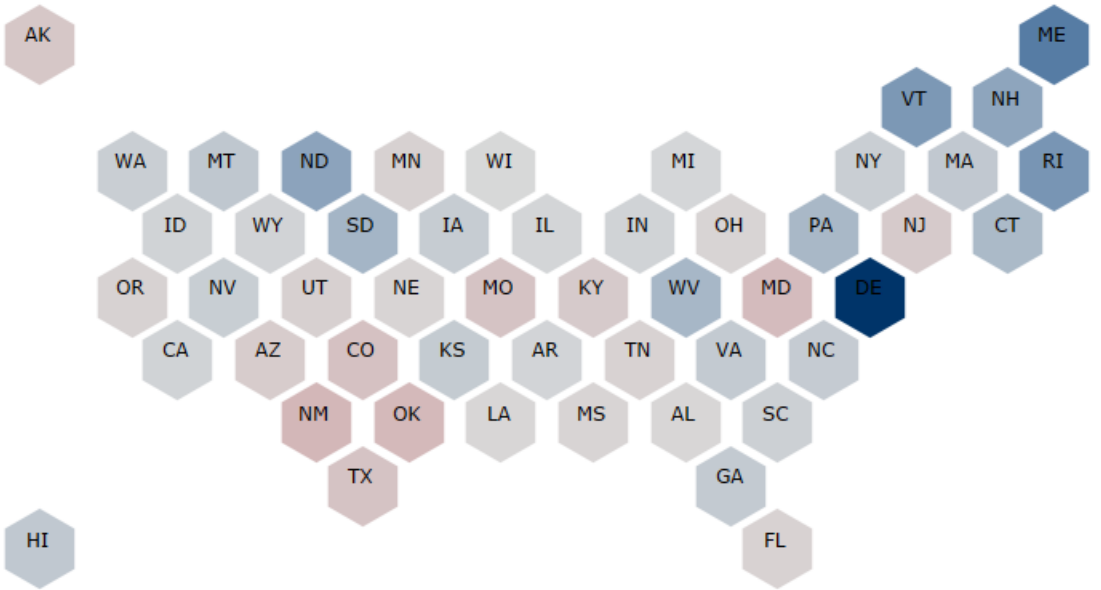
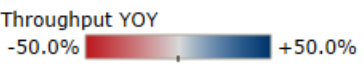
Competitive Set Throughput

Last 6 months, vs the same months in 2024

| | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|----------|--------|--------|--------|--------|--------|--------|
| Missouri | -3% | +7% | -1% | -8% | -3% | -5% |
| Illinois | +4% | +9% | +3% | -1% | +3% | +1% |
| Texas | -1% | +6% | -1% | -3% | -1% | -5% |
| USA | +0% | +7% | +2% | -3% | +0% | +0% |

Throughput by State of Departure

April 2025 Month vs the same time period in 2024 (Click to filter)



Missouri Throughput by Airport

April 2025

Month
April 2025

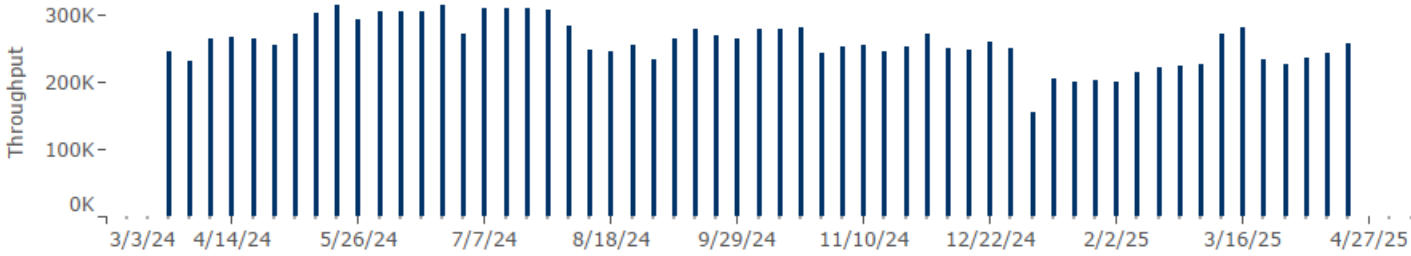
State
Missouri

Compare to
Previous Year

Report Type
Month

Throughput by Week

State: Missouri; Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2024

| | Nov-24 | Dec-24 | Jan-25 | Feb-25 | Mar-25 | Apr-25 |
|---|--------|--------|--------|--------|--------|--------|
| All Airports | -3% | 7% | -1% | -8% | -3% | -5% |
| St. Louis Lambert International | -6% | 6% | -4% | -7% | -3% | -5% |
| Kansas City International | 0% | 7% | -1% | -10% | -5% | -7% |
| Springfield-Branson National | 3% | 15% | 10% | -4% | 14% | 6% |
| Columbia Regional | 8% | 9% | 12% | -8% | 10% | 5% |
| Joplin Regional | 47% | 72% | 113% | 55% | 46% | 55% |
| Cape Girardeau Regional | 24% | 23% | 19% | -15% | 8% | 0% |
| Waynesville-St Robert Regional Forney Field | 9% | 16% | 56% | -9% | 18% | 46% |
| Kirksville Regional | 23% | 16% | 47% | -7% | 5% | 9% |
| Branson Airport | -100% | | | | | -100% |

Map View of Airports

April 2025 Month, % change relative to 2024
Click on airports to sort Throughput by Week chart

